

The Aesthetic Photo Creation of Roy Genggam on The Book of Memotret Pemotret

Siti Desintha^{1*}, Taufiq Wahab², Muhamad Yasin Abdillah³

^{1,2,3}Visual Communication Design, Telkom University, Bandung, 40257

Abstract. Roy Genggam is one of the most best photographer that Indonesia have it. This thing proved with his consistency that is almost 20 years of work in the field of commercial photography. The rapid grow of photography is cause much new young photography comers pop out. But many of them is less knowing about the existence of the earlier Indonesia photographer who had contribution to the growth of photography in this country. On the book of "Memotret Pemotret", Roy Genggam is showing some figures of photographer who still active until now. They're not just active in work of photography but they also share the knowledge about photography. Through the process of gathering data such as interview, observation also literature study and the aesthetic theory is use to analyze the photo. So that it can find out the magnificence inside the project of idealism by Roy Genggam. Its not just work for visual only, but it have the shape of the delivery the message to the audience.

Keywords: Aesthetic, Photo, Roy Genggam.

1 Introduction

Photography is an expressive visual media that turn into a lifestyle. The type of potography is divided by their own purpose. As an example is like commercial or art is easy to find. Still life fashion, architecture and else is a part of potography type. Roy Genggam is one of the best potographer that Indonesian have, he work in commercial potography world and produce a lot of creation. A lot of products are using his service to promote in a shape of potography. His work is known with a detail and neat, its make him become an upper class of commercial potography in Indonesia. He achieve a couple time of Citra Pariwara Award. When he try to create a personal work, then his idealism is coming up. It could be a concept or a camera work technic.

The potography book of Memotret Pemotret is about the comunity of senior potographer who still active until now. Not just produce a creation, but the potographer is ready to share their knowledge. Finally there are 30 chosen potographer that capable to represent Roy Genggam idealism. The photo that show up in the book, Roy Genggam is taking a portrait conceptwith a digital imaging touch. In this work, Roy Genggam is trying to release himself from the touch of commercialism. When a potographer who work year by year in the world of commercial potography, where always negotiate with client, then the idealism is

* Corresponding author:

questionable. Trying to out of his comfort zone to reveal the truth. Then the research is needed to discuss of the aesthetic in photo through data and analysis.

2 Literature Review

Photograph composed from various type, the one of them is portrait. According to West (by the book of Membaca Fotografi Potret by Irwandi & M.Fajar Apriyanto, portrait photography is a picture of somebody identity related to character. As for the personality subject become the main thing that serve in portrait photography [1]. According to Kathleen Francis in Peres there is three main thing in portrait photo which is: Personality, Every subject have a strong character to represent himself in whole. Because of that thing is become a main attractiveness of someone privilege so it becomes the different than the other. Lighting, Type and position of lighting in a photo is make it the concept sharpen. Lighting direction can give an own impression not just physically but the meaning too. Background, The use of background in photo can support the subject character in the photo. Subject and background must become one which contain a value of connotation and denotation. But the portion of background cannot dominated the photo frame because it just a support. Pose, One of the strong element in portrait photo is a pose, because it show the character and attitude of a person. Pose in a work of portrait is intimate and reflect the subject personality, profession and social status [1]

Photography Aesthetic by Soeripto Soedjomo, According to Soedjono, photography aesthetic divided by two which is: Ideational Aesthetic Level, it is an implementation photograph media as a creative vehicle to show the idea the identity of the photographer [2].

Technical Aesthetic, the photography domain is to producing the technical terminology too who have its own uniqueness [1].

3 Method

This study used exploratory research with qualitative approach. The method used was multiple case study by taking samples of photograph from the photograph book, Memotret Pemotret.

Data collection is done in several stages, the first step is the collection of data by literature study, and by interviewing the creator of the photograph and photo book, Roy Genggam himself. The second stage is observation through photograph of Roy Genggam's creation in the book of Memotret Pemotret. Finally, the data was processed using matrix analysis that compares by aligning the visual data.

4 Result and Discussion

4.1 Ideational Aesthetic Level

In portrait photography, the skill of photographer in doing an approaching to subject is really affect the photo result. According to Ahmad Zamroni in Portrait photo, not only a technical skill but the fifty percent is soft skill which is creating a comfort approaching, building an interaction and reading the mood. Roy Genggam is a figure who always active in photography activity. Sharing an experience or photography knowledge, he never discriminate of social status. One of his way is Fotokopi (Photo while drinking a coffee) is a medium to discuss between the professional photographer and amateur photography. According to the interview result, the reason of he never stingy the knowledge is because of

his past, he ever feel how hard to learn the knowledge with the senior photographer. Since then, he decided to be generous in sharing the photograph knowledge. His gesture is always open and simple so its make it easy to creating a good communication for every circle. So when he expressed the concept to the sitter, almost all of them want to give a support. As a whole concept in this photography book, creating a purpose to be delivered directly and visible in every photo thats is serve. According to his personality and his job focus. How he dressed is always use a color of black and white every day it becomes a picture of a none chit-chat personality. As one of the photographer who stand untill two decades, where he must to compete with the new comer photographer that frequently creating by instant. Then its necessary to send an education of information about the Indonesia photography maestro to introduced for the younger. So this principle that always want to share and learn can be delivered through this photography book concept.

There are two example that can represent of photography icon that is printed in the book Memotret Pemotret which is :

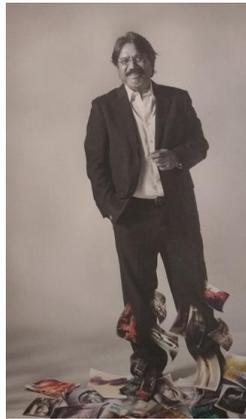


Fig. 1. Darwis Triadi [3]

- A photo using the black and white color to add a dramatic photo feel and increasing more focus for the observer to the subject of that photo.
- Background with a white color is choosing to create a contrast between subject and a red thread in this photography book.
- Photo taken with the viewpoint of eye level, the eye position is equal with the subject so its make us look like communicating with the subject.
- There is an illustration with the digital imaging techniques in the low part (leg) from the captured subject, its creating a shape of falling photos from the subject leg and its falling to the floor. This illustration is show the creation that has been done by the figure become the subject of the photo.
- This photo taken with the composition of dead centre. The photo subject is located in the middle field to make the main focus can see directly corresponding to the concept that own by the photographer.
- One lighting source, is a silver umbrella or soft box octagonal, reflector as fill in, Nikon D800E, fix lenses 85mm or 50mm [3]
- Pose that shows a relax gesture with a smile that shows his teeth that gives a warm feel.
- For the costume, Darwis use a blazer as a symbol of seriousness and intellectual, also a jeans pants that usually use in non formal condition.



Fig. 2. Risman Marah [3]

- The photo use black and white to add the dramatic feel of the photo and to increase more focus for the observer to the subject of the photo.
- The composition of dead centre to make our eyes to see more focus and directed to the person in that photo, then direct the observer eye to the photo subject.
- The background in this photo at the first layer is using a white background (as a red thread to this photography book) and the second layer is a work area of the photographer.
- The white fabric as a photo property is use to become a background to build a contrast between photo subject, so the photo and the subject not contaminated directly with the background and it can see more clearly.
- This photo taken with the composition of dead centre. The photo subject is located in the middle field to make the main focus can see directly corresponding to the concept that own by the photographer.
- There is an illustration with the digital imaging techniques in the low part (leg) from the captured subject, its creating a shape of falling photos from the subject leg and its falling to the floor. This illustration is show the creation that has been done by the figure become the subject of the photo.
- Subject pose look relaxing with a smile expression that looks warm.
- The costumes is a shirt, a long pants, a romp and a waist bag, that usually use as a must outfit of photographer.

5 Conclusion

Roy Genggam doing an approaching emotionally to his every sitter. Because of the photo object is the photographer who always work behind the camera and directing the model, usually have the ego by its own especially with the photography. Relaxing atmosphere and friendly is become a main key of Roy in realization the idea. Show the other side for every sitter with simplicity is the way of Roy to describe his purpose of shooting a photo. Ideational aspect look more dominant rather than technical. Have the shape of sequence status, creation, even the character of every sitter. The lighting set up, pose and support property is doing to show up the harmony between ideational and techniques. As the technical aspect, Roy do the simple thing, which is white background, one or two lighting and a black and white tone. To express the personality in every sitter in an effort Roy Genggam do in telling the meaning and the purpose that not too direct also captured the personality of Roy in applying to the creation.

References

1. Irwandi dan Apriyanto, Muh. Fajar. *Membaca Fotografi Potret: Teori, Wacana, dan Praktik*. Yogyakarta: Gamamedia (2012)
2. Soedjono, Soeprpto. *Pot-Pourri Fotografi*. (Jakarta: Universitas Trisakti, 2006)
3. Genggam, Roy. *Memotret Pemotret*. Jakarta: PT.ANEKA PASTI RAYA (2015)